

**\*Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor\*

### **Territory Acknowledgement**

We acknowledge and respect the lək̓ʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W SÁNEĆ peoples whose historical relationships with the land continue to this day.

## **BMBA430: International Business**

### **Course Description**

This course examines the global environment in which firms operate and how that environment affects the strategies and choices the companies make. We will examine how businesses are managed across different countries, considering factors both external and internal to the company. For example, while considering international expansion, a firm needs to take into account exchange rates, international taxation, free trade agreements, market conditions, culture, language, politics and many other factors which will affect its operations, but over which it has little control. In the context of these external factors, a firm must then make internal decisions to devise a strategy effective for operations in the global environment. Does the firm choose to export its products or invest in production facilities in a new country? Should the company buy production facilities or businesses already present or build its own? What about a joint venture with a local entrepreneur? How do local culture and language influence domestic and international operations of the firm?

This course will investigate these and other questions as part of an exploration into how international corporate strategy is shaped and what are the economic factors that influence it. More broadly, the course will offer insights into major topics as well as emerging themes in international business.

### **Learning Objectives**

Upon successful completion of this course, you will be able to:

- be able to analyze the external environment of an organization operating in diversified cultural and political settings; to identify threats and opportunities, and to assess strategic risk and potential profits resulting from international operations
- have a better knowledge of the key concepts related to international business and management of a large multinational company
- know the basic facts about the world economy and major players shaping the global business environment
- have further developed critical thinking skills that help you understand multiple views on global issues

### **Resources**

The required textbook used in this course is:

*Introduction to Global Business: Understanding the International Environment & Global Business Functions*; 3<sup>rd</sup> Edition; Gaspar, Arreola-Risa, Bierman, Smith, Kolari, and Smith; Publisher: Cengage.

**(Please note that the additional online resources – *MindTap* – are not needed for this course!).**

### Weekly Schedule

Week	Content	Readings and Assignments
Week 1	Introduction - Overview of the course Intro to International Business	Read Course Syllabus Read Chapter 1
Week 2	The global economy Globalization Regional Integration	Read Chapter 2 (Except 2-2 and 2-4) Read Chapter 3 <i>Launch Individual Project</i>
Week 3	Analyzing global industries Assessing Country Attractiveness	Material provided on Brightspace
Week 4	Doing research in IB	Material provided on Brightspace <i>Launch Group Project</i>
Week 5	Control of Global Business	Read Chapter 9
Week 6	Cross-border expansion and market entry	Material provided on Brightspace Read Chapter 8
Week 7	The Political and Legal Environment	Read Chapter 6
Week 8	Culture and Language Diversity	Material provided on Brightspace Read Chapter 5
Week 9	The Global Financial Market – Part 1	Material provided on Brightspace Read Chapter 4, <b>only sections 4.2 and 4.3</b>
Week 10	The Global Financial Market – Part 2	Material provided on Brightspace Read Chapter 14, <b>only section 14.2</b>
Week 11	Ethics in International Business, Corporate Social Responsibility Ecological Environment	Read Chapter 7
Week 12	Critical Perspectives in International Business	No preparation needed – Dedicate time to working on the group projects
Week 13	Course Wrap-Up	No preparation needed

## Assignments & Evaluation

Assignment	Description of Assignment	Weight
Short Bio assignment	To better know your fellow students, I would like you to share with everyone your background and your expectations for this course.	5%
Participation	Participation is assessed by means of asynchronous and synchronous tasks. <ul style="list-style-type: none"> <li>• <i>Participation to in-class discussions and activities</i></li> <li>• <i>Post on the weekly dedicated discussion forum "IB in the news"</i></li> <li>• <i>Reply to posts on the weekly dedicated discussion forum "IB in the news"</i></li> </ul>	15%
Quizzes	These quizzes will be based on the material assigned for the coming week. For example, Quiz 1 will be based on Chapter 2 (Except 2-2 and 2-4) and Chapter 3, and will be due on September 19, 11:59PM PT – the Tuesday before the class on Wednesday, in which the content will be discussed.  Best 6 out of 7, meaning that only your top six grades will count. You will receive 0 points for any fewer than six submissions.	20%
Assignment 1 (Individual)	Prepare a discussion paper on any recent (within the last 6 months) or current event in international business (e.g. newly negotiated trade agreements, trade wars, a merger between two major multinational corporations, newly introduced technologies that are going to have a global impact, etc.). In this sense, papers focusing on generic topics (for example, the history of international entrepreneurship or the importance of international marketing) are not suitable for this assignment.	35%
Assignment 2 (Group)	Country Analysis - in this assignment your team will help an existing company make an important decision. The company is local (meaning that is operating only in one country), but it is growing rapidly and is considering international expansion. You will prepare a complete analysis of the business environment of 4 countries and make recommendations regarding the target market and suggested entry mode. The group project will provide an opportunity to review and apply class concepts. This group project is to be done with your assigned group members and one report is to be submitted per group. Please note that you are not to collaborate with individuals outside of your assigned group on the project and it is expected that each group will pursue the highest standards of academic integrity.	25%
<b>Total</b>		<b>100%</b>

### Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy "Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility." Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

## Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you're unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

## Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an "N" grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.
- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.
- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.
- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students' responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

### Group Participation Expectations

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor's discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.

SAMPLE